ABSTRACT OF THE DISCLOSURE

There is disclosed a Web audience analyzing method for analyzing an audience of a Web page assembly constituted of at least one Web page by a computer, comprising the steps of acquiring related information including a designation of a Web page assembly related to the Web page assembly as an analysis object, acquiring audience information with respect to the Web page assembly designated by the related information, and executing an analysis processing based on the acquired audience information and obtaining evaluation information concerning the analysis object Web page assembly.